

# BK Free Fries Friday

## MMA CASE STUDY

### Campaign Summary

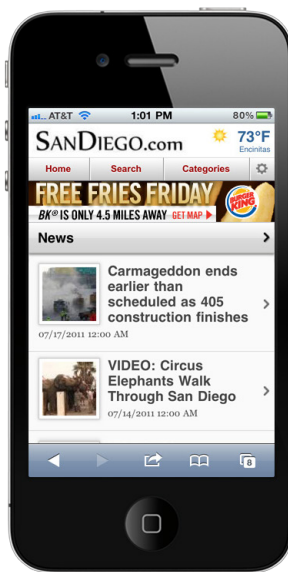
Burger King wanted to introduce a new french fry product and drive in-restaurant traffic. It delivered dynamic, location-aware banner ads to users on iPhone and Android devices to share a countdown to the event and the location of the nearest restaurant.

### Strategy and Execution

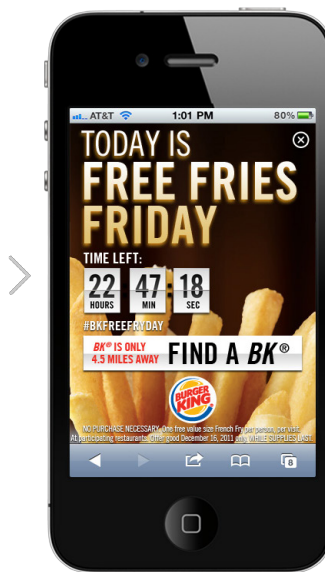
To launch a new french fry product in the U.S., Burger King created an event called “Free Fries Friday” on December 16, 2011, where customers could receive a free sample of the new product. The campaign focused on the days leading up to the event and the day of the event itself, utilizing custom rich media mobile units.

Dynamic mobile banner ads announced the Free Fries Friday promotion and the distance to the nearest Burger King restaurant. Clicking the banner expanded the ad to show a countdown counter to the event, the campaign’s Twitter hashtag, and the option to bring up a map to the nearest location. The Burger King restaurant locations suggested in the ad units were dynamically updated based on a consumer’s location at the specific time of ad delivery.

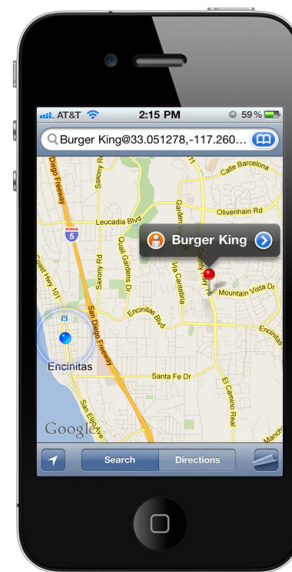
The mobile campaign tied in with Burger King’s social media programs, including the Twitter hashtag #BKFREEFRYDAY.



Mobile Banner with dynamic distance to nearest store



Fullscreen expandable banner with dynamic countdown



Nearest location appears on native map application

## Results

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All of the mobile ad units achieved above industry average click-through rates. Burger King experienced a 37 percent lift in restaurant traffic during the “Free Fries Friday” event, the highest spike in restaurant traffic for 2011. Forty percent of Burger King’s total online share of voice stemmed from the free fry promotion.

As a result of the campaign’s success, Burger King planned more location-aware campaigns for 2012.

## Source

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“BK Free Fries Friday.” 2012 MMA Smarties Submission Location-Based; Product/Services Launch. Brand: Burger King. Lead Agency: Verve.